

ORDER



Orders
Order / Rev: 168998
Alt Order #: 06366756
Product Desc: RESTORE OUR FUTURE
Estimate: 2108
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Restore Our Future
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$61,500.00	\$52,275.00
10/29/12	10/29/12	6	\$7,000.00	\$5,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$61,500.00	\$52,275.00	0.00
November 2012	6	\$7,000.00	\$5,950.00	0.00
Totals	30	\$68,500.00	\$58,225.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	27%	\$68,500.00
Market	100%	\$253,703.70

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	29%	\$73,574.07
WITI	27%	\$68,500.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$43,129.63
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/23/12	10/26/12	Dr. Phil 4p-5p	CM	4p-5p	-TWTF--	:30	4	\$600.00	P-1	0.00	NM	4	\$2,400.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-TWTF--		4		\$600.00		0.00					
E 2	WDJT	10/23/12	10/26/12	Jeopardy 6p-630p	CM	M-F 6p-630p	-TWTF--	:30	6	\$1,500.00	P-1	0.00	NM	6	\$9,000.00
				6p-630p/Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

